

1 3 downloadable executable code having at each of said plurality of receiver stations a  
2 1 target processor to process data;

3 2 (2) transferring said downloadable executable code from said transmitter  
4 11 station to a transmitter; *Transmitter what transmitter station?*

5 2 (3) receiving one or more control signals at said transmitter station, said one  
6 13 or more control signals operate to execute said downloadable executable code; and } ???

7 14 (4) transferring said one or more control signals from said transmitter station  
8 6 to said transmitter, and transmitting an information transmission comprising the  
9 12 downloadable executable code and one or more control signals.

10 1 4. The method of claim 3, wherein said downloadable executable code or  
11 1 (some identification data in respect of said downloadable executable code are embedded  
12 7 in a television signal.

13 1 5. The method of claim 3, wherein a television program is displayed at a  
14 1 receiver station and said downloadable executable code programs said receiver station  
15 3 processor or computer to output video, audio, or text in the context of said television - N, T  
16 4 program or to process a viewer reaction to said television program or to select  
17 1 information that supplements said television program content. *NK*

18 1 6. The method of claim 3, wherein said one or more control signals  
19 2 incorporate some of said downloadable executable code.

20 1 7. A method of controlling a remote intermediate data transmitter station to  
21 2 communicate data to one or more receiver stations, with said remote transmitter station

1) including a broadcast or cablecast transmitter for transmitting one or more signals  
2) which are effective at a receiver station to instruct a computer or processor, a plurality  
3) of selective transmission devices each operatively connected to said broadcast or  
4) cablecast transmitter for communicating a unit of data, a data receiver, a control signal  
5) detector, and a controller or computer capable of controlling one or more of said  
6) selective transmission devices, and with said remote transmitter station adapted to  
7) detect the presence of one or more control signals, to control the communication of  
8) specific instruct signals in response to detected specific control signals, and to deliver at  
9) its broadcast or cablecast transmitter one or more instruct signals, said method of  
10) communicating comprising the steps of:

11) (1) receiving an instruct signal <sup>same</sup> to be transmitted by the remote intermediate  
12) data transmitter station and delivering said instruct signal <sup>same</sup> to a transmitter, said instruct  
13) signal being effective at a receiver station to generate a user specific financial analysis;

14) (2) receiving one or more control signals which at the remote intermediate  
15) data transmitter station operate to control the communication of said instruct signal;  
16) and

17) (3) transmitting said one or more control signals to said transmitter before a  
18) specific time.

19) 8. The method of claim 7, further comprising the step of embedding a  
20) specific one of said one or more control signals in said instruct signal or in an  
21) information transmission containing said instruct signal before transmitting said  
22) instruct signal to said remote transmitter station.

Useful  
Control  
Station

1           9.     The method of claim 7, wherein said specific time is a scheduled time of  
2 transmitting said instruct signal or some information associated with said instruct  
3 signal from said remote intermediate data transmitter station and said one or more  
4 control signals are effective at said remote intermediate data transmitter station to  
5 control one or more of said plurality of selective transmission devices at different times.

6           10.    A method of processing signals to control a television programming  
7 presentation comprising the steps of:

8           receiving a television signal containing a unit of television programming and  
9 communicating said television signal to a storage device;

10          receiving a first instruct signal which is effective to instruct a processor to  
11 generate a user specific financial analysis;

12          selecting one of:

13               (1)   a time at which to communicate said first instruct signal; and

14               (2)   a location to which to communicate said first instruct signal;

15          communicating said first instruct signal at said selected time or to said selected  
16 location; and

17          storing said television signal and said first instruct signal at said storage device.

18          11.    The method of claim 10, further comprising one of the steps of:

19          embedding said first instruct signal in said television signal;

20          embedding a code in said unit of television programming that enables a

21 computer or controller to control a presentation of said unit of television programming

22 in accordance with said first instruct signal;

1 communicating a program unit identification code to said storage device and  
2 storing said program unit identification code at a storage location associated with said  
3 unit of television programming;

4 communicating to and storing at said storage device some information to  
5 evidence an availability, use, or usage of said unit of television programming at a user  
6 station;

7 communicating to and storing at said storage device a second instruct signal  
8 which is effective at a user station to generate some output to be associated with said  
9 unit of television programming;

10 communicating to and storing at said storage device a second instruct signal  
11 which is effective to generate some output to be associated with said product, service,  
12 or information presentation;

13 communicating to and storing at said storage device a second instruct signal  
14 which is effective to display a combined or sequential presentation of a mass medium  
15 program and a user specific datum;

16 communicating to and storing at said storage device a second instruct signal  
17 which is effective to process a user reaction to said unit of television programming;

18 communicating to and storing at said storage device a second instruct signal  
19 which is effective to communicate to a remote station a query in respect of information

20 to be associated with said unit of television programming or to enable display of said  
21 unit of television programming;

1 27 communicating to and storing at said storage device a second instruct signal  
2 which is effective to control a user station to receive information to supplement said  
3 unit of television programming;

4 30 communicating to and storing at said storage device a second instruct signal  
5 which is effective to process a digital television signal which is separately defined from  
6 standard analog television; and

7 communicating to and storing at said storage device a code or datum to serve as  
8 a basis for enabling an output device to display at least some of said unit of television  
9 35 programming or for enabling a processor to process some executable code.

10 50 D2 12: The method of claim 10, wherein said selected location is in said television  
11 signal, said method further comprising the step of storing some information at said  
12 storage device that evidences one or more of:

- 13 (1) a title of a television program;  
14 5 (2) a proper use of programming;  
15 (3) a transmission station;  
16 (4) a receiver station;  
17 (5) a network;  
18 (6) a broadcast station;  
19 10 (7) a channel on a cable system;  
20 (8) a time of transmission;  
21 (9) a identification of an instruct signal;  
22 13 (10) a source or supplier of data;

1 74  
2 15  
3 14  
(11) a publication, article, publisher, distributor, or an advertisement;  
and

(12) an indication of copyright.

4 13. The method of claim 10, said method further comprising the steps of:  
5 selecting one from the group consisting of:

6 (1) a datum that identifies a unit of computer software in said  
7 television signal;

8 5  
9 (2) a datum that specifies some of a way to instruct receiver end  
10 equipment what specific programing to select to play or record  
11 other than that immediately at hand, how to load it on player or  
12 recorder equipment, when and how to play it or record it other  
13 10  
14 than immediately, how to modify it, what equipment or channel or  
15 channels to transmit it on, when to transmit it, and how and where  
16 to file it or refile it or dispose of it;

17 (3) a datum that designates an addressed apparatus;

18 15  
19 (4) a datum that specifies where, when, or how to locate a signal;

20 (5) a datum that informs a processor of a fashion for identifying and  
21 processing a signal;

(6) a datum that is part of a decryption code;

(7) a comparison datum that designates a communication schedule;

and

22 14  
embedding said selected one in said television signal.

1 14. The method of claim 10, further comprising the steps of:

2 selecting a second instruct signal, said second instruct signal being one from the  
3 group consisting of:

- 4 (1) a switch control signal;
- 5 (2) a timing control signal;
- 6 (3) a locating control signal;
- 7 (4) an instruct-to-contact signal that designates a remote receiver  
8 station;
- 9 (5) an instruct-to-transfer signal that designates a unit of broadcast or  
10 cablecast programming;
- 11 (6) an instruct-to-delay signal that designates a unit of broadcast or  
12 cablecast programming;
- 13 (7) an instruct-to-decrypt or instruct-to-interrupt signal that designates  
14 a unit of programming and a way to decrypt or interrupt;
- 15 (8) an instruct-to-enable or instruct-to-disable signal that designates an  
16 apparatus;
- 17 (9) an instruct-to-record signal that designates a broadcast or cablecast  
18 program;
- 19 (10) an instruction signal that controls a multimedia presentation;
- 20 (11) an instruction signal that governs a broadcast or cablecast receiver  
21 station environment;
- 22 (12) an instruct-to-power-on signal that designates a receiver;
- 23 (13) an instruct-to-tune signal that designates a receiver or a frequency;

- 1 14 (14) an instruct-to-coordinate signal that designates two apparatus;  
2 25 (15) an instruct-to-compare signal that designates a news transmission  
3 or a computer input;  
4 (16) an identifier signal that causes a computer to instruct a plurality of  
5 tuners each to tune to a broadcast or cablecast transmission;  
6 (17) an instruct-to-coordinate signal that designates two units of  
7 30 multimedia information and one of: (1) an output time and (2) an  
8 output place;  
9 (18) an instruct-to-generate signal that designates an output datum;  
10 (19) an instruct-to-transmit signal that designates a computer output;  
11 (20) an instruct-to-overlay signal that designates a television image;  
12 35 (21) an instruct-that-if signal that designates a function to perform if a  
13 predetermined condition exists;  
14 (22) an instruct-to-enable-and-deliver signal that designates information  
15 that supplements a television program;  
16 (23) an instruct-to-transmit signal that designates a computer peripheral  
17 40 storage device;  
18 (24) a code signal that designates a datum to remove or embed; and  
19 (25) a signal addressed to a receiver station apparatus; and  
20 43 embedding said selected second instruct signal in said television signal.

21 1 15. An interactive method for information delivery for use with an interactive  
22 2 mass medium program output apparatus comprising the steps of: